

ATTRACT

SELL

WOW

GENERATE NEW TRAFFIC

CAPTURE LEADS

SYSTEMATIZE SALES CONVERSION

NEW CUSTOMER

DELIVER AND WOW

REPEAT BUSINESS

Social Media
Google SEO
Paid Fun Tours
Google Ads

Hints: Paid Advertising, SEO, Networking, Adwords, Social Media

1. Website schedule a test ride
3. eBike email specs sheet
4. Want a deal website pop up

Hints: Landing Pages, Lead Magnets, Text Automation, Free Trials, Coupons

Prospect signs eWaiver

Hints: Sales Pipeline Management, Email Follow Up, Clear Calls to Action

RE-ENGAGE UNCONVERTED LEADS

Start follow up:
1. Sweeteners to buy
2. Phone call follow up
3. Start segmented education
4. one to one ride
5. long term engagement

Hints: Free Trials, Limited Time Discounts, Intentional Drive to Quick Action

Mail Welcome to the family letter (at first email)
add to newsletter
Community rides
Add to facebook group

Hints: Welcome New Customers, New Purchase Tips, Send Direct Mail Gifts and Notes, Customer Sentiment Surveys

Latest accessory are in!
New bike upgrades!

Hints: Complimentary Offering Strategies, Recurring Purchases, Customer Appreciation Coupons

GET REFERRALS

Send out referral cards to customers to pass on to other prospects to get \$50 tango card

Hints: Social Media Sharing, Referral Links, Referral Incentives



Attract & Collect More Leads:

Sell More In Less Time:

Wow More & Build Customer Relationship:

- Use new sales tools to collect more leads from your website and store front
- Have your website working for you to stimulate new opportunities
- Allow prospects to schedule test rides in your store so you can enhance the experience

- An eWaiver that the prospect completes with contact info and drivers licence
- About 90% do not buy the same day they test ride
- Automatically start long term engagement and follow up until they turn into a new customer

- Engage with new customers and survey how we did (find out how to improve + get new online reviews)
- Welcome email that address top ebike questions
- Have your customers send you new prospects
- Increase sales by customers buying more from you

NEXT ACTIONS

LEARN:

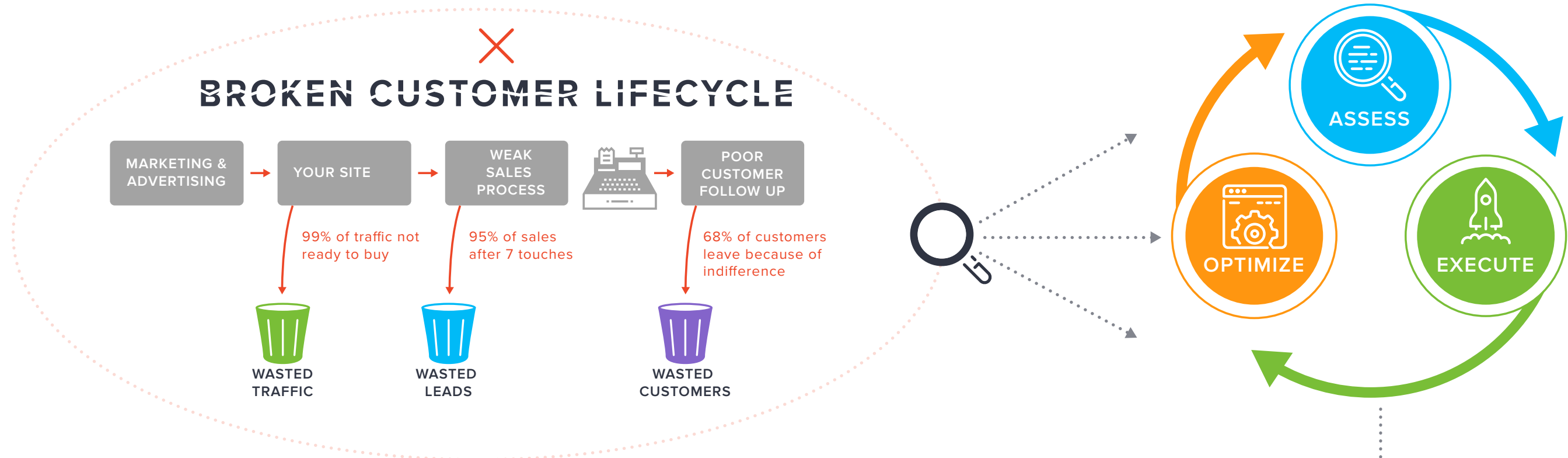
DO IT:

GET HELP:

TEMPLATES:

SMALL BUSINESS SUCCESS METHOD

Convert your Broken Customer Lifecycle to a Perfect Customer Lifecycle



Rebrand kickstart automation website:

- Pricing
- examples
- features
- benefits

